



700 SHE-MARTs, 1,000 District Fulfilment Centres to be set up to ensure 6 crore lakpati didis

Secretary, Rural Development Reviews Marketing Initiatives under DAY-NRLM; Calls for Strengthening Market Access for Women-Led Enterprises

Capacity Building, Enterprise Promotion, ONDC Partnerships and Financial Inclusion to Remain Key Priorities

प्रविष्टि तिथि: 14 JUN 2026 8:52PM by PIB Delhi

Enhanced livelihood opportunities through enterprise promotion, improved financial inclusion for rural women, focus on capacity building, marketing activities, training, and handholding support for Self-Help Group (SHG) members are the key components of the strategy devised by the department of Rural development to facilitate the creation of six crore Lakhpati Didis. This was discussed in meeting chaired by Shri Rohit Kansal, Secretary, Department of Rural Development, Government of India to assess the progress of the Deendayal Antyodaya Yojana – National Rural Livelihoods Mission (DAY-NRLM) and its various sub-schemes. The meeting was attended by Joint Secretaries Ms. Swati Sharma and Ms. Jayashree M.G., along with senior officials from the Rural Livelihoods Division and the National Mission Management Unit (NMMU).



The discussions focused on building a robust and integrated marketing ecosystem that would enable rural women producers to transition from livelihood generation to ownership of professionally managed, community-owned enterprises with sustained access to organised markets. Deliberations covered community-owned retail systems, a unified national marketing identity, digital commerce platforms, flagship retail infrastructure, institutional support mechanisms and the operational readiness of the associated guidelines.

The meeting was informed that the establishment of 700 SHE-MARTs, 1,000 District Fulfilment Centres, and Centres of Excellence, along with strengthening State-Level Federations to promote SHG-led enterprises was being proposed by the department. It was further informed that the SHE-MARTs were proposed to be set up in high-potential commercial locations with strong backward and forward market linkages to ensure sustainable market access for SHG products. To strengthen implementation, the Secretary directed the preparation of a comprehensive annual calendar of activities and stressed strict adherence to timelines. He also emphasized recognizing and rewarding outstanding contributions of SHG members and community institutions through an expanded awards framework. Proposed categories include Best Performing State, Best Women Entrepreneur, Best Digitalization Initiative, Highest SHG Fund Transfer Achievement, Lakhpati Didi Award, and other categories recognizing excellence within the rural livelihood's ecosystem.



Reviewing non-farm livelihoods and marketing initiatives, the Secretary directed the development and issuance of revised SARAS Mela Guidelines and encouraged an increase in the number of SARAS Melas at both national and state levels to enhance sales opportunities and market outreach for SHG products. He also issued directions for launch the Producer Group App and address delays in loan applications submitted through the *Jan Samarth* Portal. He also stressed the importance of increasing awareness among bankers regarding DAY-NRLM credit-linked schemes.

The review also examined the proposed unified national marketing identity for Saras Aajeevika, aimed at consolidating fragmented branding into a single, premium and culturally rooted national brand. The initiative seeks to enhance market visibility through improved product positioning and quality packaging that highlights the artisans and communities behind the products.

Progress on the redesigned e-Saras portal was also reviewed. The platform is being transformed from a single-vendor website into a multi-vendor, omni-channel marketplace to expand the digital reach of SHG products. In addition, plans for the reimagining of the flagship Saras Gallery at Connaught Place, New Delhi, were discussed, with a focus on creating a more immersive customer experience and strengthening retail performance.

The proposal to establish national hubs for product innovation, design development, packaging enhancement, quality compliance and capacity building was also considered. These hubs are expected to play a critical role in improving the competitiveness and market readiness of SHG products.

A key component of the meeting was the presentation of detailed operational guidelines for each initiative. These guidelines provide a common framework, standard operating procedures and clearly defined roles, timelines and processes for States and Union Territories, ensuring effective implementation and timely achievement of intended outcomes. With States and Union Territories driving execution and the Ministry providing strategic guidance and support, these efforts are expected to significantly strengthen market access for rural women entrepreneurs and position SHG products for success in premium national and global markets.



RC/PU

(रिलीज़ आईडी: 2272753) आगंतुक पटल : 619
इस विज्ञप्ति को इन भाषाओं में पढ़ें: Gujarati , Malayalam